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As some of you may already be aware, [April 5 – 12th](#) is [Dark Sky Week](#). You may also be aware that Utah has the highest concentration of dark skies in the world (and the finest, if we do say so ourselves.) Because of that, a week to celebrate just doesn't cut it. Today (Monday, April 5th), Governor Cox officially declared [April as Dark Sky Month in Utah](#). We'd love to call on our fellow industry partners to spread the word of these events across your social accounts.

#### A few ways to join the fun on social media:

- Pull from your personal library and share a photo or video of your own dark sky content.
- If you do not own an image or video, feel free to share one of ours in [this asset folder](#).
  - You must credit the photographer (included in the file names) if any of our images are used.
- [visitutah.com/stars](#) and articles within that page are great content to share on social!
- Reshare Visit Utah's social media posts announcing Dark Sky Month & Dark Sky Week to your personal Feeds or Stories.

#### Other social media tips to celebrate:

- When talking about Dark Sky Month in April, use the hashtag [#DarkSkyMonth](#).
- When talking about Dark Sky Week (April 5 – 12), use any of the following hashtags: [#IDSW2021](#), [#DarkSkyWeek](#), or [#DiscoverTheNight](#).
- If there's room in your posts' captions, we also encourage you to add Visit Utah's branded hashtags [#VisitUtah](#) and/or [#ForeverMighty](#).
- Encourage your social media followers to share their own dark sky content using any of the hashtags stated above. Visit Utah tracks this user-generated content and we may possibly reshare on our digital channels in the future!

- Tag [@VisitUtah](#) on social media (channels linked at the top of this page) for the possibility to be reshared on our digital channels too.
- The Visit Utah social team will be keeping an eye on tweets shared across Utah tourism communities about Dark Sky Week for a chance to be included in our new [Dark Sky Week Twitter Moment](#). Click [here](#) to learn how "Twitter Moments" work.